



County Borough of West Ham.

# HEALTH WEEK.

Sept. 25, 1926,



to Oct. 2, 1926.

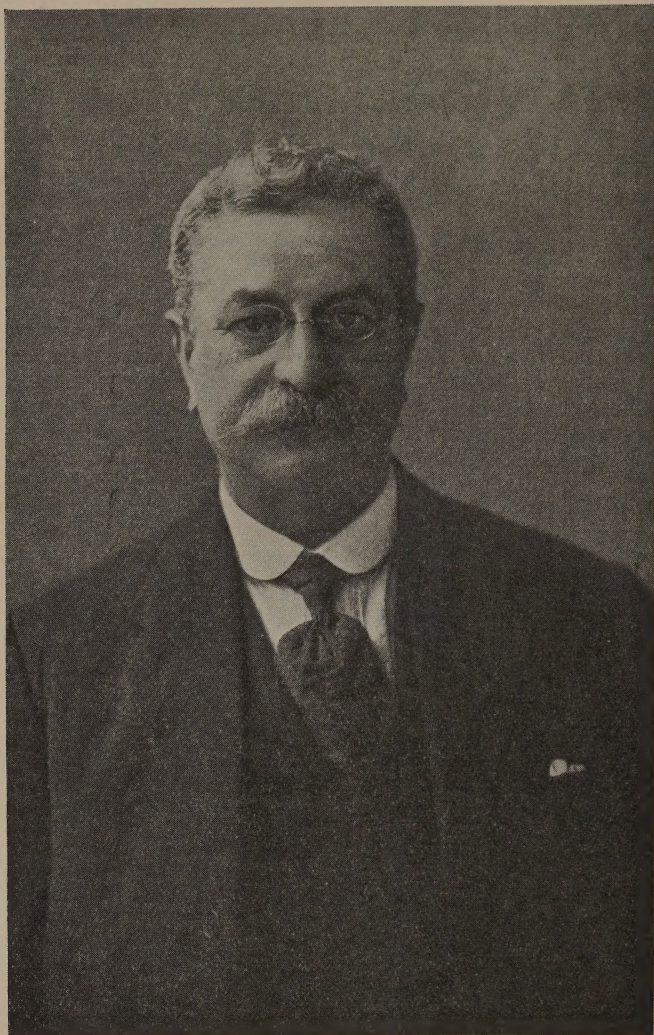
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ALDERMAN J. T. HUSBAND, J.P.,  
MAYOR.

COUNTY BOROUGH OF WEST HAM.

# HEALTH WEEK

September 25th to October 1st, 1926.

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## OFFICIAL GUIDE BOOK

Opened on Saturday, September 25th, at 3 p.m., by

The Worshipful

THE MAYOR OF WEST HAM

Alderman JOHN T. HUSBAND, J.P.

*Chairman :*

COUNCILLOR JOHN THOMAS SCOULDING

*(Chairman of Public Health Committee).*

*Organiser :* ARTHUR H. MURBY.

## A FOREWORD.

In the old days, health, wealth and happiness were regarded as the three essentials of well being. Even in those days health came first. Nowadays still more emphasis is laid upon health. The conditions of modern life have made the health of the individual a matter of public concern.

The County Borough of West Ham, a highly industrialised and densely populous community, has a proud record in regard to public health. The fact that the death rate has been reduced from 19.6 per 1,000 to 10.7 per 1,000 in the past 25 years shows that the efforts of the municipal health authority are appreciated by an understanding public. But an even better health record is possible, and it is the purpose of this Health Week to show what West Ham has done, and can still do, towards improving the public health.

From the Ministry of Health itself came the idea of setting aside one week every year for concentration upon public health, and West Ham Health Week has, therefore, the strongest support and commendation of this department of the Government.

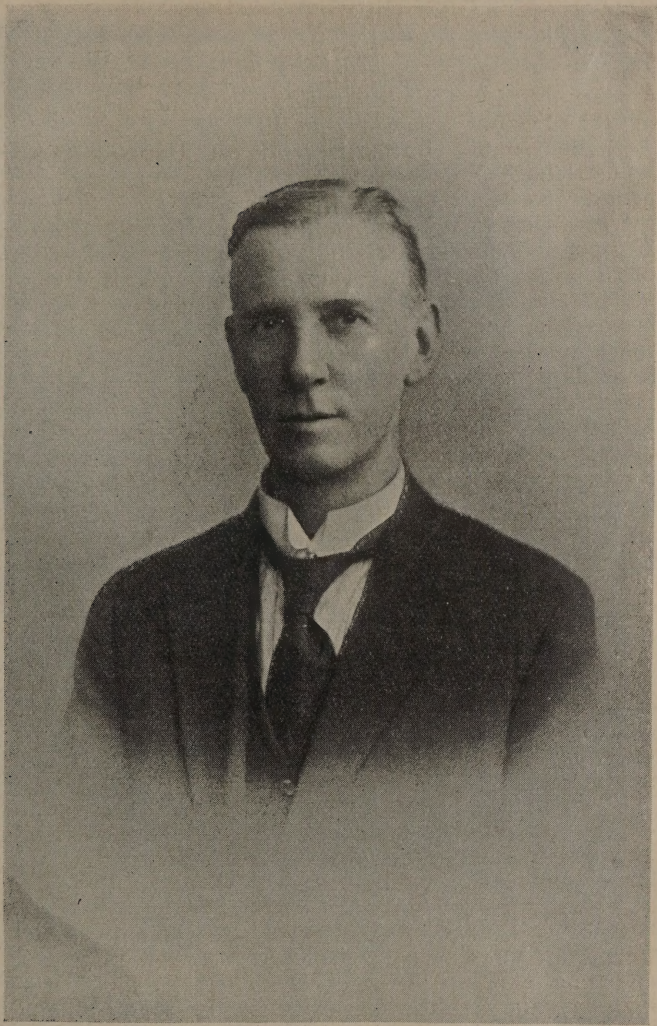
West Ham Health Week is promoted on a larger scale than that hitherto attempted by any other municipality in the country. In the programme of events now presented the main idea has been to combine, as far as possible, health instruction with entertainment, to the immediate benefit of the individual, and to the ultimate advantage of the community as a whole. It is to be hoped that every citizen will avail himself or herself of the expert knowledge that has been amassed for the public instruction.

It will be readily appreciated that a programme of this magnitude could not have been successfully arranged without the whole-hearted co-operation of a large number of willing helpers. I especially desire to place on record my deep indebtedness to the members of the staffs of the various departments of the Corporation, who have given freely of their experience and time outside their official hours of service towards making this Health Week the success I confidently expect it will prove to be.

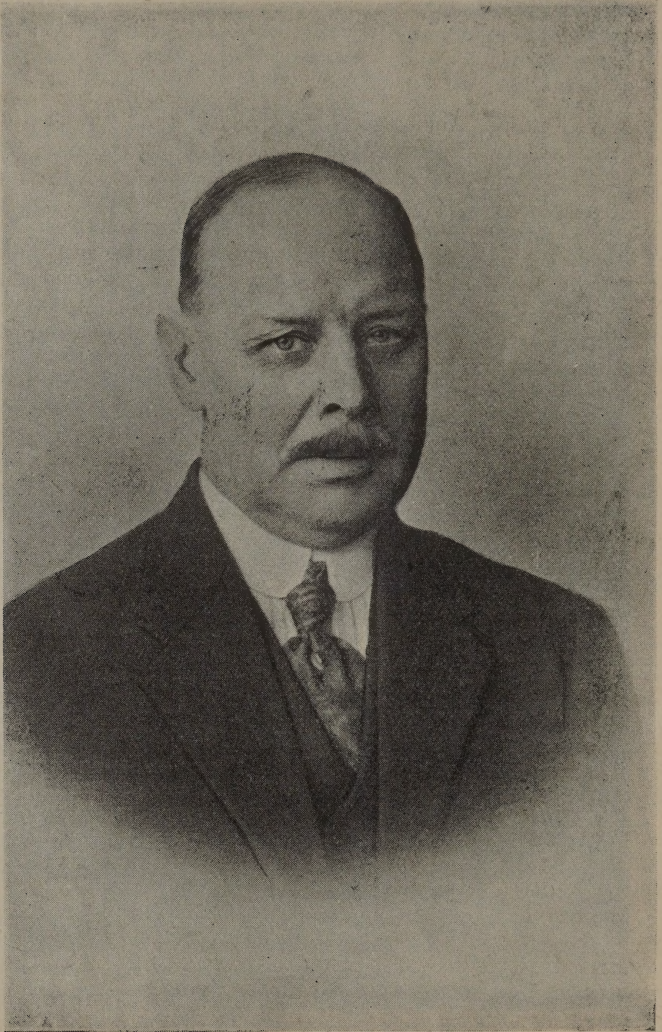
ARTHUR H. MURBY,

*Organiser.*





COUNCILLOR A. ALLISON,  
DEPUTY MAYOR.



COUNCILLOR J. T. SCOULDING,  
Chairman Public Health Committee.



## WEST HAM IN HISTORY.

West Ham may not be able to boast the hoary antiquity of Stonehenge, but it has a past that reaches back to the beginnings of the English.

As the name implies, West Ham is of Anglo-Saxon origin; for "ham" is Anglo-Saxon for "home." In those days there was no distinction between West and East Ham. The place was simply called Hamme. At the time of the Norman Conquest what is now called West Ham belonged to two Saxon freemen, Leured and Alestan. In the division of England which William the Conqueror made among his Norman followers, Alestan and Leured were deprived of their holding, and it was shared out between Ralph Gernon and Ralph Peverel. Later West Ham developed on that portion of the land which belonged to Gernon's descendants, who had taken the name of Montfichet.

Early in the XIIth century the building of Bow Bridge gave a fillip to the development of the district. Two hamlets, Stratford-atte-Bowe, on the Middlesex side of the Lea, and Stratford-Langthorne, or Ham Stratford, on the Essex side, came into being. Chaucer has perpetuated the name of the former in his "Canterbury Tales." It was there his Prioress learned her "fayre" French.

### QUEEN MATILDA.

The Romans had built a road from London into Essex, through the Lea and across the marshes. Queen Matilda often used this highway when visiting the Benedictine Nunnery at Barking, of which she was the patron, or the hunting palace at Havering-atte-Bower. She had two bridges built and a causeway laid between them. The High Street, Stratford Langthorne, from Bow Bridge to Channelsea Bridge was that old causeway.

In 1135 Stratford Langthorne Abbey (West Ham Abbey) was founded for monks of the Cistercian Order by William de Montfichet, who had inherited the lands originally granted by the Conqueror to Ralph Gernon. The Abbey stood in the **marshes**, on a branch of the Lea known as the Abbey Creek, about half a mile south of Stratford Broadway. There is doubt about the origin of the name Langthorne, but probably it came from the length of the thorns and underwood in this part of the forest, or perhaps from Langton, in reference to the length of the street.

Henry III made the Abbey his temporary residence in 1267, during the Revolt of the Barons. His army was encamped at Stratford. When Henry VIII made his tremendous break with the Roman Church, Langthorne Abbey was not immediately dissolved. It survived until 1538, when the Manor of West Ham became vested in the Crown. Then it formed part of the dowry of Catherine of Portugal, and was therefore called the Queen's Manor.

Many references are made by early writers to the number of mills in the neighbourhood. In the Domesday Book (1086) ten mills were enumerated. From the grinding of corn to the making of bread seems a natural development, and we find that in the XIVth century a considerable proportion of the people of Stratford were employed in the baking trade. The reputation of the Stratford Bakers was such that in time they came to be called upon to make the whole of London's bread. But the virtual monopoly had its disadvantages. There was a bread famine in 1521, and the hungry citizens besieged the Stratford bakers in their homes, dragged them out and thrashed them.

In 1762 the number of houses in West Ham parish was stated to be "700, of which 455 are mansions and 245 cottages!" How West Ham has grown in the past 150 years!

Before 1856 the only form of local government West Ham could boast was the Highway Board. In that year the Local Board came into being, and the foundations of the modern County Borough were effectively laid, the charter of incorporation being granted in 1886. The grant of a separate Court of Quarter Sessions was received in 1894.

# HOW WEST HAM IS MADE AND KEPT HEALTHY.

By F. GARLAND COLLINS, M.R.C.S. (Eng.),  
L.R.C.P. (Lond.), D.P.H.

*Borough Medical Officer of Health and School Medical Officer.*

In 1900, of the 262,627 men and women and children living in West Ham, 5,156 died. The death rate that year worked out at 19.6 per 1,000. Last year there were 318,500 people living in West Ham, 55,873 more than in 1900. And only 3,428 of them died. In 25 years the death rate in the Borough has been reduced from 19.6 to 10.7—it has been practically halved, although the population has been greatly increased.

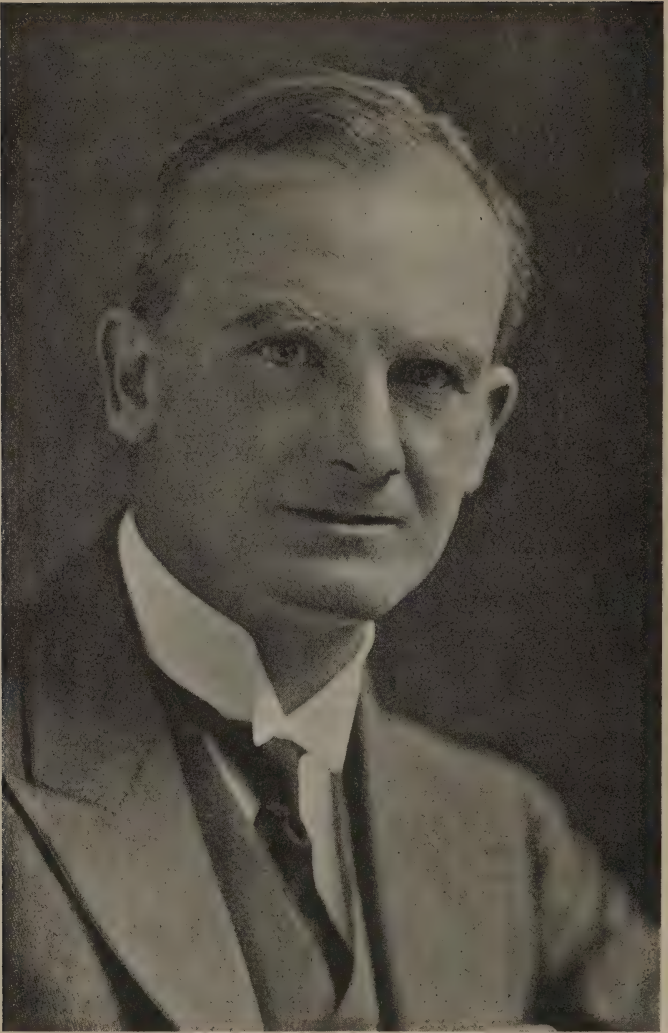
There, in those dry-as-dust figures, lies the romance of the Borough's Health Services. It is the story of an unceasing effort to make life in a densely populated industrial area as pleasant and safe as in the most attractive health resort. It is the story of an intelligent community's willing response to that effort in time, money, care and labour expended on its behalf. It is a serial story that gets better and better as each yearly instalment is unfolded.

## MATERNITY AND CHILD WELFARE.

The Health Services of West Ham are like a fairy god-mother who carefully follows the destinies of her god-child from the cradle to the grave. In fact, this fairy god-mother begins to act even before the cradle stage is reached, for a new Ante-natal and Infant Welfare Clinic will shortly be opened in West Ham Lane, where any expectant West Ham mother can consult a specially trained lady doctor in respect of any condition which may be troubling her. Indeed, any woman in the Borough about to become a mother is urged to attend there, even if she considers herself quite normal.

Children under five years of age will also be seen and treated at the Clinic. Other Child Welfare Clinics





DR. F. GARLAND COLLINS,  
 Medical Officer of Health  
 and  
 School Medical Officer.

working on similar lines are situated at the following addresses :—

Chesterton House, Howards Road, E.13.  
 St. Luke's Square, Tidal Basin, E.16.  
 Martin Street, Stratford, E.15.  
 South West Ham Health Society, Barking Road.  
 Trinity Mission, Oxford Road,  
 Women's League of Service, Welfare Road, E.15.  
 Silvertown Municipal Centre, Westwood Road, E.16.  
 Given-Wilson Institute, Pelly Road, Plaistow.

The Plaistow Maternity Charity (Howards Road) Nurses attend cases of child-birth in any part of the Borough, and also have a Maternity Hospital where a large number of women are admitted. There is a modern Maternity block attached to Queen Mary's Hospital, Stratford, where the West Ham Council retain ten beds for use of necessitous or complicated cases.

### HOME HELP.

In certain cases where the mother of a newly-born baby has no friends to help in keeping the household running, and is unable to afford the cost of hired help, the Council has a scheme under which such assistance is given by a band of women who are called "Home Help." A definite scheme of income, varying according to the number in the family, etc., is fixed in regard to those people who are entitled to such helps.

Dried Milk is distributed by the Council to Nursing and Expectant mothers, and to children under three years of age. Under certain conditions children up to five years of age are also able to obtain this milk, which can be had free, or at half-price, or cost price according to the means of the applicant, and a fixed scale of income has been arranged in this connection similar to that fixed for Home Helps. This milk is obtainable from the following Centres :—

84 West Ham Lane, Stratford.  
 Public Hall, Barking Road, Canning Town.  
 Nurses' Home, Howards Road, Plaistow.  
 Westwood Road, Silvertown.

The Council's interest in the child's welfare does not end with this care for the little one's successful entry into the

world. Indeed, the fairy god-mother has only begun to get busy. She has a scheme whereby children under five years of age who are not strong are sent to Convalescent Homes after examination by one of the Council's doctors, the Council paying the expense either in part or in full. These children, however, are not sent directly through the Council, but in co-operation with voluntary organised Societies in the Borough, such as

The Invalid and Crippled Children's Society,  
or

The Invalid Children's Aid Association.

There are two Hospitals in the Borough subsidised by the Council for treating children as in-patients, viz.,

St. Mary's Hospital, Plaistow  
and

The Children's Hospital, Balaam Street.

During 1925 the Council paid for the maintenance of 308 children under five years at the former of these hospitals, and for 44 children at the latter.

### HEALTH VISITORS.

A staff of 12 Health Visitors attend at the homes of all newly-born children (except those visited by the Howards Road Nurses) and give the mother any advice needed. If necessary the child is drafted to the nearest Infant Welfare Clinic. The Health Visitors continue to visit these children at intervals until they reach the age of five years, when, in most cases, they come within the jurisdiction of the School Medical Service.

Thanks to this care of early child life, the infant mortality rate in West Ham has dropped from 188 to 65 per 1,000 in the past 25 years, as the following table shows:—

Year.	No. of Births.	No. of deaths under 1 year.	Infant mortality rate
1900	8,885	1,761	188
1905	9,018	1,341	148
1910	8,646	866	100
1920	9,722	716	73
1925	7,017	463	65

Thus in West Ham during 1925 over 800 infants lived who would have died before reaching the age of one year if they had been born in 1900!



From the infant's cot to the schoolroom this interest in its health and welfare follows the child. The importance of the work of the School Medical Service cannot be over-estimated. The Service is responsible for the medical inspection of all elementary school children during certain periods of their school life, and provides for the treatment of minor ailments and for defective vision, as well as, to a more limited extent, for dental treatment of children under eight years of age. To cope with this the Education Committee have a staff of six Medical Officers, three Dental Surgeons, twenty-three school Nurses, two Consulting Oculists and nine Clerks. The work is chiefly carried out in the different schools, and also at the School Clinics, which are situated as follows:—

Stratford Clinic, 84 West Ham Lane, E.15.

Balaam Street Clinic, Plaistow, E.13.

Rosetta Road Clinic, Custom House, E.16.

Swanscombe Street Clinic, Canning Town, E.16.

### DEFECTIVE CHILDREN.

In addition there are two Deaf Centres and two Special Schools for physically defective and for mentally defective children. Quite recently two Open-Air Schools were established. One is a residential Open-Air School at Fyfield, near Ongar, Essex, with accommodation for 80 boys from 7 to 14 years of age, who are kept and educated at this school until they regain their normal health, the average period of stay being from 4 to 6 months. The other is a day Open-Air School at Knox Road, Forest Gate, with accommodation for 60 girls from 7 to 14 years. Here the girls receive education in the open air, and meals during the day.

A special class for stammering children has been arranged.

Necessary surgical instruments and appliances ordered by expert doctors are obtained for cripples.

### SCHOOL MEALS.

Meals are provided for certain children at school dining centres. At the present time 8 of these centres are in operation, and the food is excellent in its quality and variety. During 1925 the average number of children attending per

month was 3,000, and the number of meals supplied was 106,111 breakfasts and 185,331 dinners.

During the last two years Holiday Camps have been run in the summer months. These camps are organised and conducted by the Education Committee, who pay a considerable percentage of the cost, a certain proportion being subscribed by the parents. In 1925 the camp was situated at Langdon Hills. This year one section of campers consisting of girls and boys camped at Dymchurch, and the second section, composed wholly of boys, was at Shoeburyness. In this way many hundreds of girls and boys, who would not otherwise have been able to get a change of scene, have been enabled to enjoy a wonderful holiday.

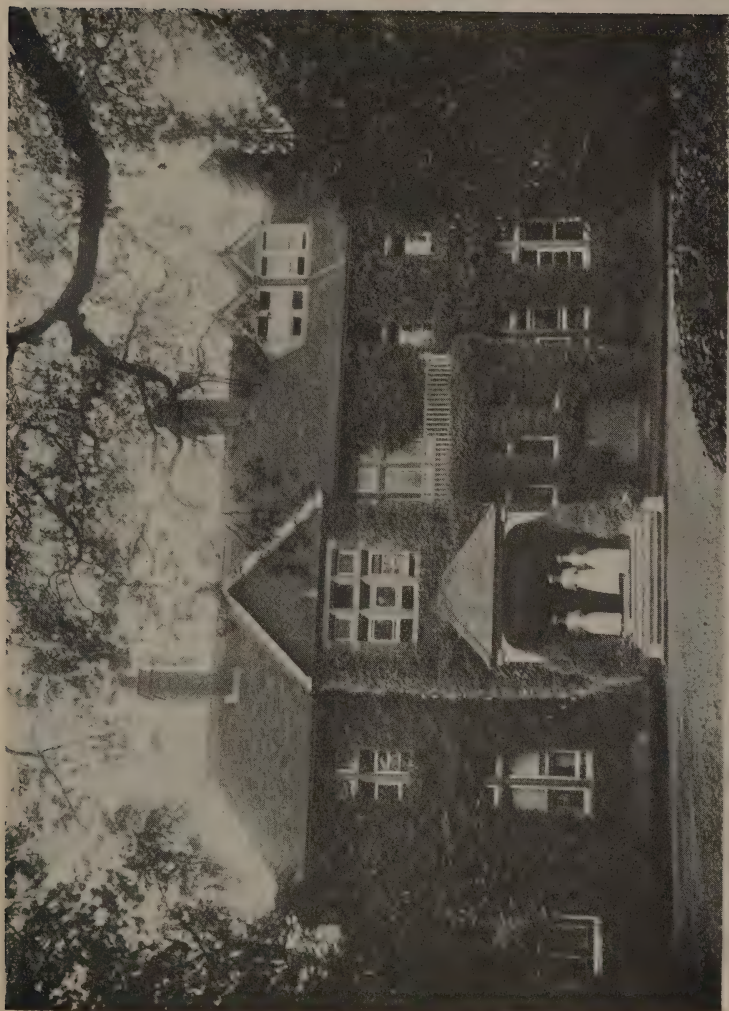
To prove how valuable have been the activities of the Education Committee it is only necessary to point out that in 1925 in the routine medical examination of children the percentage found to be defective was only 23.2. In 1920 that percentage was 67.5!

### INFECTIOUS DISEASES.

In her fight against infectious diseases to which city children are so exposed, the fairy god-mother has been wonderfully successful. The following table shows the decrease in the number of deaths from these diseases in the past 25 years:—

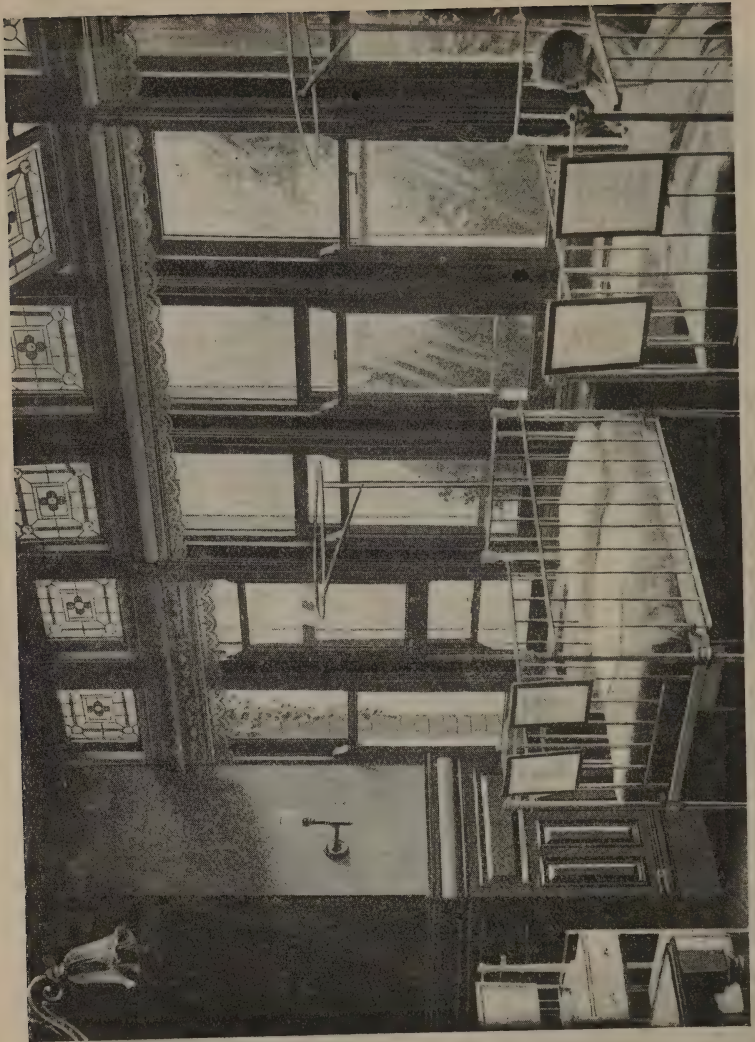
Year.	Diphtheria.	Scarlet Fever.	Measles.	Whoopin Cough.
1900	163	15	148	178
1910	50	19	100	168
1925	18	6	32	81

The Plaistow Hospital for Infectious Diseases, Samson Street, Plaistow, is the property of the Council. It is run under the authority of the Hospitals Committee, and affords accommodation for cases of Scarlet Fever, Diphtheria, Typhoid Fever. Certain severe cases of Measles, Pneumonia or other infectious diseases are also admitted to this Hospital when accommodation is available. A bacteriological laboratory is attached to the Hospital for the use of the medical staff, and also for the use of any practitioner practising in West Ham.



DAGENHAM SANATORIUM.





DAGENHAM SANATORIUM. "A" WARD.

The Grange Convalescent Home is an Institution capable of accommodating 60 children, and is situated at Harold Wood amidst beautiful surroundings, in seven acres of grounds having a farm of 61 acres. It belongs to the Council, and is used in conjunction with the Plaistow Hospital, for the reception of children convalescing from Diphtheria. This home is an inestimable boon to those children who would otherwise have to remain, during convalescence, in the fever hospital, and undoubtedly hastens their return to health.

Immediate arrangement is made for the isolation of any case of smallpox which may arise, and the services of the Medical Officer of Health may be obtained in any case of suspected smallpox. In this connection parents are strongly urged not to neglect to have their children vaccinated.

### TUBERCULOSIS:

Like every other enlightened community West Ham has its organisation for combating the dread white scourge, tuberculosis. It is the statutory duty of every medical practitioner to notify the Medical Officer of Health of every case of tuberculosis occurring in his practice. On receipt of this notification, the case is visited by a tuberculosis nurse, who gives the patient the opportunity of an appointment to attend the Tuberculosis Dispensary at 40 Balaam Street, Plaistow, E. 13, to consult the Council's expert Tuberculosis Officer. If the patient is not well enough to attend the dispensary, the Tuberculosis Officer will visit him or her at home, after consultation with the private doctor, if one has been engaged. All members of the family of the affected person are invited to go to the dispensary to be examined in case they may have become infected, or be in a condition in which they are likely to contract the disease, which is an infectious one. From the dispensary the treatment best suited to the individual concerned is arranged.

It cannot be too clearly realised that any person suffering from, or suspected to be suffering from, tuberculosis is entitled to the advice of an expert in this disease, and to free treatment at the expense of the Council.

Dagenham Sanatorium, situated at Dagenham, Essex, is an Institution with 120 beds, with one section for advanced cases of Tuberculosis, and another section for early or medium

cases. This Institution is the property of the West Ham Council and is worked under the Hospitals Committee. No charge is made for treatment here, and the patients remain until the Medical Officer concerned considers they have derived all the benefit they are likely to obtain there. Any period of less than three months is usually of little or no lasting benefit to the patient.

Children or adults suffering from Tuberculosis of the skin, glands, bones or joints can also receive advice and treatment through the Council. Although this surgical treatment is not actually given at the Dispensary, adequate and suitable treatment is arranged for by the Tuberculosis Officer.

In the near future a sanatorium for children suffering from pulmonary tuberculosis will be erected at Langdon Hills, Essex, by the West Ham Council. At present such children are sent to sanatoria not under the direct control of the Council.

### VENEREAL DISEASES.

In West Ham any person who is suffering from venereal disease may obtain free treatment under an arrangement to which the Council have come with the London County Council. A list of Institutions which treat this disease (under strict secrecy) are posted in all the Sanitary Conveniences in the Borough. Any further advice or information can be obtained from the Medical Officer of Health at the Town Hall. In their own interests, as well as for the protection of others, sufferers are urged to get early treatment for this complaint.

### AMBULANCE SERVICES.

In the matter of ambulance services West Ham is well equipped. Two motor ambulances are kept for the removal of infectious cases to hospital, and there are two motor vehicles for removing bedding, clothing, or other infected material to the disinfecting station, which is situated in the grounds of the Fever Hospital.

In addition to these vehicles, the Council possess two Borough Motor Ambulances which are confined to the transference of cases of illness or accident. No charge whatever is made for the use of these ambulances, and they can be



obtained immediately in the case of an accident, or on the production of a doctor's certificate that an ambulance is necessary. Provision is made for a nurse to accompany the patient, and hot bottles are supplied in cold weather.

Mutual arrangements are in existence between West Ham, the County Borough of East Ham, and the district of Barking for the reciprocal use of ambulances on call, in cases of emergency, should the ambulance of one or other Authority be unavailable.

Facilities for obtaining ambulances through tram-conductors and the police have been made, and notices giving the necessary information are displayed on all West Ham cars. Notices to the same effect are exhibited at all the Council's Conveniences and Fire Stations. During the past year 959 journeys were made by these ambulances, while the ambulances for infectious diseases made 1,144 journeys, and the vehicles for infected material, etc., made 3,178 journeys.

### PREVENTIVE MEASURES.

West Ham recognises the truth of the old adage "Prevention is better than cure," and the Borough's health services are as energetically devoted to the prevention of disease as to the curing of it. The important part played by food in the health of the people is fully realised, and the food of the Borough is under constant examination. A Food Inspector is employed by the Council, whose duty it is to take samples of all types of food from time to time. These samples are analysed by an expert analyst, and legal action is taken by the Medical Officer against any shop-keeper who has been found to be selling food not of the nature and substance demanded by the purchaser. Last year 1,398 samples of various food-stuffs were analysed. Of these 32 proved to be adulterated. The article most often proved to be not genuine was milk.

In addition to the analyses of food for adulteration, examinations are also made in respect to the food being contaminated with dirt and germs. Here again liquid milk has been found to be the article of food chiefly contaminated, and people who do not like dried milk are advised to buy bottled milk which has been pasteurised, and to take care not

# "A picture of HEALTH"



## Babies thrive on HUMANISED TRUFOOD

because it is "nearest to Mother's Milk." It is the *only* food that contains *all* the feeding constituents found in breast milk in practically the same *proportion* and *condition*.

This claim is *endorsed* by every test known to medical science. Thousands of doctors, nurses and parents recommend HUMANISED TRUFOOD because they have *witnessed* how babies thrive on the food that is *nearest* to the diet Nature demands baby should have.

of Chemists only, 2/9 and 4/9.



### MAKE THIS TEST

Overnight, make up one glass of HUMANISED TRUFOOD and one glass of any other baby food as directed in each case. In the morning you will find a layer of fresh cream on the top of TRUFOOD. You will note also, that it is entirely free from sediment. If on the other food there is a layer of greasy butter fat (often the cause of sickness and indigestion), or there is a sediment, it indicates that the milk is in an unnatural condition and quite different from breast milk.

*free*



**Illustrated book**—"The Happy Baby: its feeding and management"—and a trial tin of HUMANISED TRUFOOD sent free on receipt of this coupon.

Name .....

Address .....

Date of baby's birth  
or when expected .....

**TRUFOOD LTD., (Dept. W.H.) The Creameries,  
Wrenbury, Nr. Nantwich - - - CHESHIRE.**

to buy food of any kind from vendors who do not take precautions to protect their food from dirt and flies.

The carcasses of all animals slaughtered in West Ham are examined by a Meat Inspector before being offered for sale to the public, and any diseased meat is condemned and destroyed. This is a recent practice, and already it has been proved to be of enormous value in preventing diseased meat being eaten—particularly meat infected with Tuberculosis, which is so common in certain animals.

There are several factories dealing with food of various kinds in the Borough, and these, as well as shops, etc., are continually under the observation of the Sanitary Inspectors. Samples of ice-cream are taken and examined during the hot season.

### FRUIT AND FISH INSPECTION.

Fruit is closely inspected, as is shown by the fact that during 1925

656 pounds of Apples,  
30 crates of Apricots,  
23 barrels of grapes,  
41 boxes of Pears and  
50 pounds of Cherries

were condemned as unfit for human consumption.

Fish is subjected to the same careful supervision, and last year the following stocks were condemned and destroyed:—

Haddocks: 2 boxes and 1 trunk.

Herrings: 1 box.

Kippers: 1 box.

Plaice: 1 stone and 1 box.

Skate: 1 box.

Whelks: 1 bag.

Whiting: 5 boxes.

Winkles: 2 bags and 5 gallons.

Lobster: 1 tin.

It will thus be clearly seen that a keen eye is kept upon the Borough's food supply.



On January 1st, 1927, very stringent Regulations will come into force in respect to the addition of preservatives to food.

The housing problem is as acute in West Ham as anywhere else, and the Sanitary Authority is constantly on the look out to see that housing troubles are allowed to have as little effect upon the public health as possible. During last year 11,358 visits were paid to dwelling-houses by Sanitary Inspectors, 8,561 notices were issued to owners to remedy nuisances, and in 260 cases summonses were served upon various landlords for non-compliance with the notices. Many cases of over-crowding are allowed to continue because of the appalling lack of housing accommodation. This terrible housing scarcity is also responsible for the fact that closing orders are not made on certain dwellings, which are too dilapidated to allow of adequate repairs being carried out.

### HOUSING DIFFICULTIES.

The Council are now proceeding with the erection of 152 tenement flats, but the lack of suitable building space has a seriously hampering effect upon the extent and nature of their housing schemes.

West Ham's water supply and drainage is excellent, and is under constant supervision.

A modern method of refuse collection will soon be inaugurated. The Council have devoted much time and care to the cleanliness of the highways and open spaces within their jurisdiction. This is a matter in which the whole-hearted co-operation of the people is essential. If the public would refrain from throwing or leaving rubbish on the streets or in the parks and open spaces, they would materially assist in keeping West Ham in a sanitary and tidy condition. With regard to house refuse, householders are urged to burn as much as they possibly can, and to be sure to keep the dust bin covered.

### SPORT.

Sport plays a very important part in helping to maintain a healthy populace. In this respect again, West Ham is well to the fore, with its clubs and associations for the promotion of sport, but though there are parks and open spaces

and facilities for swimming, football, tennis, etc., there is need for still more open spaces if only they could be procured. But this does not prevent West Ham boys knowing how to play football, or the girls being expert netball players!

### HEALTH PROPAGANDA.

The Council is fully aware of the value of health propaganda, and useful and beneficial information in the form of posters and leaflets has been freely circulated throughout the Borough. It is sincerely hoped that such information has been, and will be, noted, and the advice given duly practised.

Here is a typical example of the propaganda carried on by the Public Health Department. It is a leaflet entitled "Hot Weather and Infant Mortality," and reads:—

- "Hot weather has a very marked influence upon the prevalence of diarrhoea in infants and young children.
- "Infant Diarrhoea is a serious complaint which often ends fatally unless treated early.
- "The cause is due to contamination of food (chiefly milk), feeding bottles, dummies, etc., by dust and germs.
- "This disease can be prevented by cleanliness and fresh air.
- "Use only dried milk or clean, pure, liquid milk and cover the top of the milk jug and sugar basin with muslin.
- "Feeding bottles, bottle brushes, etc., must be boiled each day and kept in a clean place.
- "Protect All Food from contamination and buy only from Vendors who endeavour to do the same.
- "House Flies carry the Germs of diarrhoea, so protect all food from them and kill as many as you can.
- "The child should have plenty of fresh air and be fed regularly.
- "At the first onset of diarrhoea or sickness, take the child to your doctor or the nearest Infant Welfare Centre."

The circular concludes with a list of the addresses of the Infant Welfare Centres in the Borough, which have already been enumerated in this article.

In these few pages an attempt has been made to show what West Ham is doing to make and keep the people healthy. Tremendous improvements have been effected in the past quarter of a century. The death rate has been already mentioned. The following table shows how drastic the decrease has been:—

Year.	Population of West Ham.	No. of Deaths.	Death Rate per 1,000.
1900	262,627	5,156	19.6
1905	276,598	4,574	16.5
1910	287,471	3,773	13.1
1920	299,440	3,888	12.9
1925	318,500	3,428	10.7

That death rate, low as it is, can be still further reduced.

The secret lies in the enthusiastic co-operation of the people of West Ham with the various public services which wage constant warfare with disease and death.





DR. F. B. SKERRETT,  
Assistant Medical Officer  
of Health and  
Chief Assistant School  
Medical Officer.

DR. MACINTYRE,  
Medical Superintendent,  
Plaistow Fever Hospital.



## TAKE CARE OF YOUR TEETH !

Your mouth is your own responsibility. You may have the finest medical and dental advice that money can procure, but if you neglect your teeth, if you become careless of the cleanliness of your mouth, you will never enjoy perfect health. A dirty mouth lays for itself the foundation of sepsis (poisoning by microbes) and sepsis is the forerunner of most of the ills that afflict mankind.

The secret of maintaining a perfectly clean mouth is careful and regular brushing of the teeth. Many people brush the teeth and wash the mouth with unfailing regularity every morning, and still things go wrong. Washing the mouth in the morning is not enough. If you brush your teeth only once a day, do it at night before retiring to rest. If you fail to do so, the particles of the day's food which have become lodged in the spaces between the teeth become stagnant and decayed. That is why you wake up with an unpleasant taste in the mouth. If you do not brush the teeth at all, those rotting fragments of food breed germs that prey upon the teeth and gums, and set up a form of poisoning that affects the whole body.

Always brush the teeth and rinse the mouth the last thing at night.

Repeat the operation in the morning, and, if possible, after every meal.

### HOW TO BRUSH THE TEETH.

There is a right way and a wrong way to brush the teeth. The right way is to use a small clean brush with stiff bristles, and rub *up and down* as well as across, taking care to get at the grinding surface of the big back teeth, and at the place where the teeth join the gum. Brush behind the teeth as well as in front, and brush *all* the teeth.

The main thing is to clear away the particles of food that become embedded in the spaces between the teeth. It is not necessary to spend money on elaborate dental pastes and creams. Quite an effective dental cleanser can be made very cheaply by dissolving bi-carbonate of soda (baking soda) in water, a teaspoonful to a pint.

Give the gums a good rub also. Healthy clean gums should be able to stand brushing without bleeding. They should be quite firm to the touch, and should be of a delicate

## SCHOOL MEDICAL SERVICE.



DR. A. C. LUPTON.



DR. W. J. THOMAS.



DR. H. McD. BORLAND.



DR. A. FURNISS.



pink colour. If the gums are swollen and red and bleed easily, a dental surgeon or doctor should be consulted. Until that can be done, rub the gums with a solution of equal parts of vinegar and water, or salt and water.

Remember to obtain advice early. Delay may mean the loss of your teeth altogether.

It is a good practice to have the teeth and mouth examined at regular six-monthly or yearly intervals, especially in childhood and youth. You are laying up for yourself disappointment if you delay going to the dentist until your teeth are badly decayed and the gums unhealthy. It is unfair in those circumstances to expect the dental surgeon to be able to save your teeth.

Children should be taught as early as possible the necessity for taking care of the mouth, and should be shown how to brush the teeth and wash the gums. The little ones should not be allowed to eat anything after cleaning the teeth at night.

Constant sweet-eating leads to early decay, for the teeth are never really clean, and the sugar in the sweets adheres to the teeth and turns into destructive acids.

Mothers must realise that it is necessary to take as much care of the baby's first teeth (milk teeth) as of the permanent teeth, for healthy permanent teeth cannot grow in an infected mouth.

False teeth demand the same care as natural teeth. They should be cleansed carefully night and morning. Sand or grit should be used with the brush once or twice a week to clear away the dirt and grease that soap and water have failed to remove.

## SCHOOL MEDICAL SERVICE.



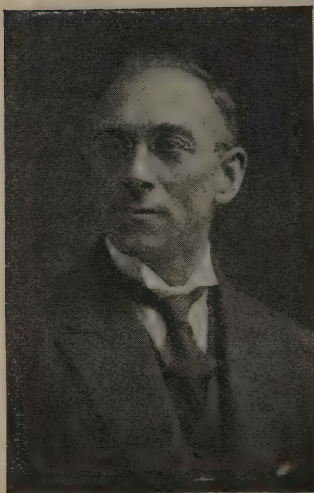
DR. MISS J. J. POWRIE.

L. K. PERCY,  
Dental Surgeon.J. S. DICK,  
Dental Surgeon.MISS H. M. GUBB,  
Dental Surgeon.



DR. G. M. MAYBERRY,  
Medical Superintendent  
Dagenham Sanatorium.

DR. P. A. GALPIN,  
Tuberculosis Officer.

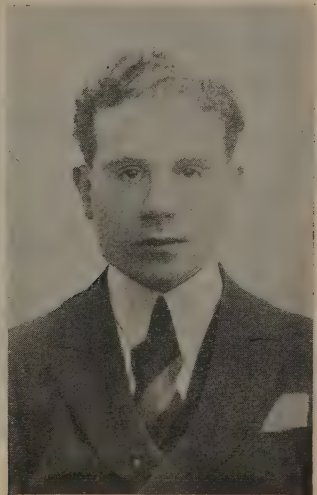


WEST HAM MENTAL HOSPITAL,  
GOODMAYES, ESSEX.



DR. J. HARVEY CUTHBERT,  
Medical Superintendent.

DR. GEO. SOMERVILLE,  
First Assistant  
Medical Officer.





## HEALTH WEEK POSTER COMPETITION.

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To Alderman J. Reed falls the credit for suggesting the organisation of a poster competition among the students at the School of Art, West Ham Municipal College, in connection with Health Week. His suggestion was readily adopted by the Committee.

The work submitted by the students in open competition reached a remarkably high standard of excellence. The posters were done by the competitors themselves in their spare time apart from their class duties at the School of Art.

The prizes have been awarded as follows:—

First Prize (£5 5s.): Margaret Robinson, aged 17.

Second Prize (£3 3s.): John Riley, aged 19.

Third Prize (£2 2s.): Francis S. Hicks, aged 16.

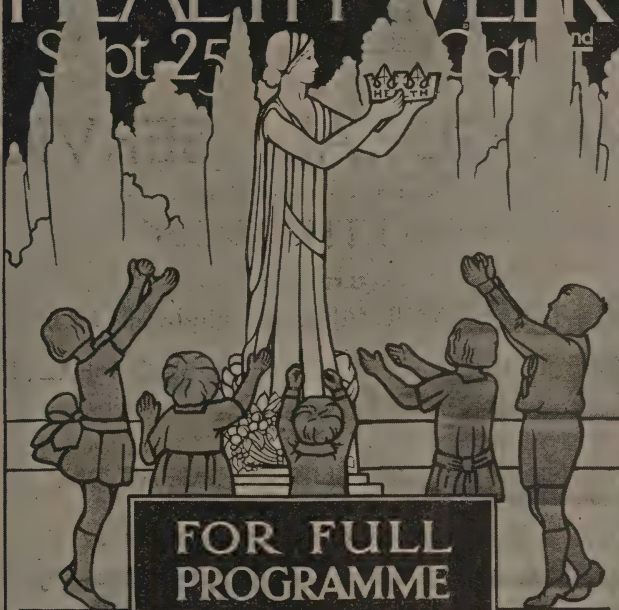
Miss Robinson's winning design is reproduced on the opposite page.

The prize-winners are prominent students at the School of Art. Under the West Ham Scheme of Art Scholarships all three have gained awards, Margaret Robinson and Francis S. Hicks having followed up a Junior Art Course of three years by gaining the Senior Art Scholarship for another three years. John Riley has finished six years of similar scholarship work, and although now in a situation still attends evening classes at the Municipal College.

His Worship the Mayor of West Ham, Alderman J. Husband, will present the prizes on the occasion of the opening of the Health Week Exhibitions at the Town Hall on Saturday, September 25th, at three o'clock.

# COUNTY BOROUGH of WEST HAM HEALTH WEEK

Sept 25 and Oct 1



**FOR FULL  
PROGRAMME**

SEE

**OFFICIAL GUIDE BOOK  
AND  
SPECIAL ANNOUNCEMENTS**



WEST HAM PARISH CHURCH,  
SEPTEMBER 26th, 1926.

---

AN  
INAUGURAL SERVICE

to seek God's Blessing upon

HEALTH WEEK

attended by

THE MAYOR (Alderman Husband, J.P.),

THE CHAIRMAN OF THE PUBLIC HEALTH  
COMMITTEE (Councillor Scoulding),

and

MEMBERS OF THE CORPORATION.

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The Service will be accompanied by

THE BAND OF H.M. SCOTS GUARDS

(By kind permission of the Officer Commanding),

Conducted by Lieut. F. W. WOOD.

Organist, Mr. T. W. BECKETT, F.R.C.O., L.R.A.M.

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PROGRAMME OF VOLUNTARIES BEFORE THE SERVICE:—

- |                               |           |
|-------------------------------|-----------|
| 1. Prelude. Chorale and Fugue | Bach      |
| 2. Largo                      | Handel    |
| 3. Judex (Mors et Vita)       | Gounod    |
| 4. Benedictus                 | Mackenzie |

THE BAND.

# SERVICE.

## Processional Hymn.

ONWARD, brothers, onward!	Can we rest contented,
March with one accord;	Whom His love hath freed,
Jesus goes before us,	Careless of our brothers
All-victorious Lord.	In their bitter need?
Ye who serve and love Him,	Soldiers, up and onward!
Join with all your powers	Lay the oppressor low:
In the holy warfare	Bring the old glad tidings
'Gainst His foes and ours.	To these scenes of woe.

Onward, brothers, onward!	Ours the might that conquered
March with one accord;	In the days of old:
Jesus goes before us,	Faith that never changes,
All-victorious Lord.	Love that ne'er grows cold.
	He is with us always,
Far and wide around us	He who bade us "Go!"
See on every hand,	Until every creature
Through the mighty city,	His dear name shall know.
Satan's strongholds stand:	
Selfish greed and grinding,	
Lust, and drink, and hate—	Amen.
These the chains which bind men	
With their iron weight.	

## PSALM LXII.

**M**Y soul truly waiteth still upon God: for of him cometh my salvation.

2 He verily is my strength and my salvation : he is my defence, so that I shall not greatly fall.

3 How long will ye imagine mischief against every man: ye shall be slain all the sort of you; yea, as a tottering wall shall ye be, and like a broken hedge.

4 Their device is only how to put him out whom God will exalt: their delight is in lies; they give good words with their mouth, but curse with their heart.

5 Nevertheless, my soul, wait thou still upon God: for my hope is in him.

6 He truly is my strength and my salvation: he is my defence, so that I shall not fall.

7 In God is my health, and my glory: the rock of my might, and in God is my trust,



8 O put your trust in him alway, ye people : pour out your hearts before him, for God is our hope.

9 As for the children of men, they are but vanity : the children of men are deceitful upon the weights, they are altogether lighter than vanity itself.

10 O trust not in wrong and robbery, give not yourselves unto vanity : if riches increase, set not your heart upon them.

11 God spake once, and twice I have also heard the same : that power belongeth unto God ;

12 And that thou, Lord, art merciful : for thou rewardest every man according to his work.

## First Lesson.

MICAH IV. 1—7.

To be read by THE VICAR (THE REV. L. ELLIOTT BINNS,  
B.D., F.R.Hist.S.).

## Te Deum.

WE praise thee, O God : we acknowledge thee to be the Lord.

All the earth doth worship thee : the Father everlasting.

To thee all Angels cry aloud : the Heavens, and all the powers therein.

To thee Cherubin, and Seraphin : continually do cry.

Holy, Holy, Holy : Lord God of Sabaoth.

Heaven and earth are full of the Majesty : of thy Glory.

The glorious company of the Apostles : praise thee.

The goodly fellowship of the Prophets : praise thee.

The noble army of Martyrs : praise thee.

The holy Church throughout all the world : doth acknowledge thee ;

The Father : of an infinite Majesty :

Thine honourable, true : and only Son :

Also the Holy Ghost : the Comforter.

Thou art the King of Glory : O Christ.

Thou art the everlasting Son : of the Father.

When thou tookest upon thee to deliver man : thou didst not abhor the Virgin's womb.

When thou hadst overcome the sharpness of death ; thou didst open the Kingdom of Heaven to all believers.

Thou sittest at the right hand of God ; in the Glory of the Father.

We believe that thou shalt come ; to be our Judge.

We therefore pray thee, help thy servants : whom thou hast redeemed with thy precious blood.

Make them to be numbered with thy Saints : in glory everlasting.

O Lord, save thy people ; and bless thine heritage.

Govern them : and lift them up for ever.

Day by day : we magnify thee ;

And we worship thy name : ever without end.

Vouchsafe, O Lord : to keep us this day without sin.

O Lord, have mercy up on us : have mercy upon us.

O Lord, let thy mercy lighten upon us ; as our trust is in thee.

O Lord, in thee have I trusted ; let me never be confounded.

## Second Lesson.

MARK II. 1—12.

To be read by THE VICAR.

## Jubilate.

O BE joyful in the Lord, all ye lands: serve the Lord with gladness, and come before his presence with a song.

Be ye sure that the Lord he is God: it is he that hath made us, and not we ourselves; we are his people, and the sheep of his pasture.

O go your way into his gates with thanksgiving, and into his courts with praise: be thankful unto him, and speak good of his Name.

For the Lord is gracious, his mercy is everlasting: and his truth endureth from generation to generation.

Glory be to the Father, and to the Son: and to the Holy Ghost;

As it was in the beginning, is now, and ever shall be: world without end. Amen.

## Second Hymn.

THINE arm, O Lord, in days of old  
Was strong to heal and save;  
It triumph'd o'er disease and death,  
O'er darkness and the grave;  
To Thee they went, the blind, the dumb,  
The palsied and the lame,  
The leper with his tainted life,  
The sick with fever'd frame.

And lo! Thy touch brought life and health,  
Gave speech, and strength, and sight;  
And youth renew'd and frenzy calm'd  
Own'd Thee, the LORD of light;  
And now, O LORD, be near to bless,  
Almighty as of yore,  
In crowded street, by restless couch,  
As by Gennesareth's shore.

Be Thou our great Deliverer still,  
Thou LORD of life and death;  
Restore and quicken, soothe and bless  
With Thine Almighty Breath;  
To hands that work, and eyes that see,  
Give wisdom's heavenly lore,  
That whole and sick, and weak and strong  
May praise Thee evermore. Amen.

*Then shall follow (ALL KNEELING)*

*Intercessions for*

The Coming of God's Kingdom.

International Peace.

The Borough of West Ham.

The Re-building of National Life.

The Work of Doctors and Nurses.

### Third Hymn.

THE fathers built this city  
In ages long ago,  
And busy in its busy streets,  
They hurried to and fro:  
The children played around them  
And sang the songs of yore;  
Till, one by one, they fell asleep,  
To work and play no more.

Yet still the city standeth,  
A hive of toiling men, [homes  
And mothers' love makes happy  
For children now as then;  
O God of Ages, help us  
Such citizens to be, [sing  
That children's children here may  
The songs of liberty.

Let all the people praise thee;  
Give all Thy saving health;  
Or vain the lab'rer's strong right arm  
And vain the merchant's wealth,  
Send forth Thy light to banish  
The shadows and the shame,  
Till all the civic virtues shine  
Around our city's name.

A common-weal of brothers,  
United, great and small,  
Upon our banner blazon'd be  
The Charter "Each and all!"  
Nor let us cease from battle,  
Nor weary sheathe the sword,  
Until this city is become  
The city of the Lord. Amen.

### Sermon.

The Rt. Rev. The LORD BISHOP OF CHELMSFORD.

### Fourth Hymn.

*(During the singing of this hymn, the Collection will be taken  
on behalf of the Repairs Fund of the Parish.)*

O GOD, our help in ages past,  
Our hope for years to come,  
Our shelter from the stormy blast,  
And our eternal Home!

Under the shadow of Thy Throne  
Thy saints have dwelt secure:  
Sufficient is Thine arm alone,  
And our defence is sure.

Before the hills in order stood,  
Or earth received her frame,  
From everlasting Thou art God,  
To endless years the same.

A thousand ages in Thy sight  
Are like an evening gone;  
Short as the watch that ends the  
Before the rising sun. [night.

Time, like an ever-rolling stream,  
Bears all its sons away;  
They fly, forgotten, as a dream,  
Dies at the opening day.

O God, our help in ages past,  
Our hope for years to come, [last  
Be thou our Guard while troubles  
And our eternal Home! Amen.

## The Blessing.

### National Anthem.

GOD save our gracious King,	Thy choicest gifts in store
Long live our noble King,	On him be pleased to pour ;
God save the King,	Long may he reign :
Send him victorious,	May he defend our laws,
Happy and glorious,	And ever give us cause
Long to reign over us,	To sing with heart and voice,
God save our King.	God save our King.

### Closing Voluntary.

Grand March      -      -      "Silver Trumpets"      -      -      -      -      *Viviana*  
 THE BAND.



HEALTH THANKSGIVING SERVICE,  
WEST HAM PARK,  
*SUNDAY, SEPTEMBER 26th, 1926.*

---

AN EXPRESSION OF THANKS.

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Obviously this service has only been made possible by the hearty co-operation of a company of willing helpers.

Accordingly thanks are due first to the choir of 10,000 children from the Council Elementary Schools in the Borough for their loyal presence. Their bright faces and happy voices are in themselves a thanksgiving service for the health they so manifestly enjoy.

After the children the teachers. Only those accustomed to dealing with young people know the care and patience involved in organising a choir of 10,000 children. The teachers have earned the thanks of us all. They have accomplished their task nobly. They have given of their time and goodness not only in organising and training the choir, but also in escorting the children to the park and in undertaking to see that the little ones get back safely to their homes.

Thanks are also due to the Band of H.M. Scots Guards and their director, Lieutenant F. W. Wood, Senior Musical Director to the Brigade of Guards, and also to the Tramways Department for providing tramway facilities for the majority of the children.

## ORDER OF SERVICE.

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# Thanksgiving Service

IN

WEST HAM PARK

(By kind permission of Committee of Managers),

SUNDAY, SEPTEMBER 26th, 1926,  
at 3.15 p.m.

---

ADDRESS BY

Rev. A. J. PARRY,

VICAR, ST. PETER'S, FOREST GATE.

---

 CHOIR OF

10,000 CHILDREN FROM THE ELEMENTARY  
SCHOOLS OF THE BOROUGH.

THE BAND OF H.M. SCOTS GUARDS

(By permission of Officer Commanding)

under the direction of

Lt. F. W. WOOD.

# THANKSGIVING SERVICE, WEST HAM PARK,

*Sunday, Sept. 26th, 1926.*

## 3.15 ..... Voluntary

1. Allegro from "The Unfinished Symphony" .....*Schubert*
2. Excerpts from Greig's Works .....*Arr. Godfrey*

THE BAND.

## 3.30 Hymn 360—"Thou whose Almighty Word"

THE CHOIR.

1

THOU, Whose Almighty word,  
Chaos and darkness heard,  
And took their flight,  
Hear us, we humbly pray,  
And where the Gospel-day  
Sheds not its glorious ray  
Let there be light!

2

Thou, Who didst come to bring,  
On Thy redeeming wing,  
Healing and sight;  
Health to the sick in mind,  
Sight to the inly blind,  
Oh, now to all mankind  
Let there be light!

3

Spirit of truth and love,  
Life-giving, holy Dove,  
Speed forth Thy flight!  
Move on the water's face,  
Bearing the lamp of grace,  
And in earth's darkest place  
Let there be light!

4

Blessed and Holy Three,  
Glorious Trinity,  
Wisdom, Love, Might!  
Boundless as ocean's tide  
Rolling in fullest pride,  
Through the world, far and wide  
Let there be light! Amen.

## 3.35 ..... Prayer

THE REV. E. D. MARTIN,  
President, West Ham Free Church Council.

## 3.40 .....Hymn 167—"O Worship the King."

1  
 OH worship the King,  
 All glorious above,  
 Oh gratefully sing  
 His power and His love,  
 Our Shield and Defender,  
 The Ancient of days,  
 Pavilioned in splendour,  
 And girded with praise.

3  
 Thy bountiful care  
 What tongue can recite?  
 It breathes in the air;  
 It shines in the light;  
 It streams from the hills;  
 It descends to the plain;  
 And sweetly distills  
 In the dew and the rain.

2  
 The earth with its store  
 Of wonders untold,  
 Almighty, Thy power  
 Hath founded of old,  
 Hath established it fast  
 By a changeless decree,  
 And round it hath cast,  
 Like a mantle, the sea.

4  
 O measureless Might!  
 Ineffable Love!  
 While Angels delight  
 To hymn Thee above,  
 The humbler creation,  
 Though feeble their lays,  
 With true adoration  
 Shall lip to Thy praise. Amen.

## 3.45..... Prayer

THE REV. R. B. BERTIN,  
 Vicar, Christchurch, Stratford.

## 3.50.....Hymn—"The Fathers built this City."

## THE CHOIR.

THE fathers built this city  
 In ages long ago,  
 And busy in its busy streets  
 They hurried to and fro;  
 The children played around them  
 And sang the songs of yore;  
 Till, one by one, they fell asleep,  
 To work and play no more.

Yet still the city standeth,  
 A hive of toiling men,  
 And mother's love makes happy homes  
 For children now as then;  
 O God of Ages, help us  
 Such citizens to be,  
 That children's children here may sing  
 The songs of liberty.

Let all the people praise Thee;  
 Give all Thy saving health;  
 Or vain the lab'rer's strong right arm,  
 And vain the merchant's wealth.  
 Send forth Thy light to banish  
 The shadows and the shame,  
 Till all the civic virtues shine  
 Around our city's name.



3.15.....Address by REV. A. J. PARRY,  
Vicar, St. Peter's, Forest Gate. 1

4.5 ..... Hymn 165—"O God our Help."

THE CHOIR.

1

O GOD, our Help in ages past,  
Our Hope for years to come,  
Our Shelter from the stormy blast,  
And our eternal Home!

2

Under the shadow of Thy throne  
Thy saints have dwelt secure;  
Sufficient is Thine arm alone,  
And our defence is sure.

3

Before the hills in order stood,  
Or earth received her frame,  
From everlasting Thou art God,  
To endless years the same.

4

A thousand ages in Thy sight  
Are like an evening gone;  
Short as the watch that ends the night  
Before the rising sun.

5

Time, like an ever-rolling stream,  
Bears all its sons away;  
They fly, forgotten, as a dream  
Dies at the opening day.

6

O God, our Help in ages past,  
Our Hope for years to come;  
Be Thou our Guard while trouble lasts  
And our Eternal Home! Amen.

4.10..... Benediction

4.15..... Hymn 27—"Abide with me"

THE CHOIR.

*P.S.—The Band will play one verse before Choir commences.*

1

ABIDE with me! Fast falls the eventide;  
The darkness deepens; Lord, with me abide!  
When other helpers fail, and comforts flee,  
Help of the helpless, Oh, abide with me!

## 2

Swift to its close ebbs out life's little day;  
 Earth's joys grow dim, its glories pass away;  
 Change and decay in all around I see;  
 O Thou, who changest not, abide with me!

## 3

Thou on my head in early youth didst smile;  
 And, though rebellious and perverse meanwhile,  
 Thou hast not left me, oft as I left Thee;  
 On to the close, O Lord, abide with me!

## 4

I need Thy Presence every passing hour;  
 What but Thy grace can foil the tempter's power?  
 Who like Thyself my guide and stay can be?  
 Through cloud and sunshine, Oh, abide with me!

## 5

I fear no foe, with Thee at hand to bless:  
 Ills have no weight, and tears no bitterness.  
 Where is death's sting? Where, grave, Thy victory?  
 I triumph still, if Thou abide with me!

*(The Public are requested to pause in singing here for Band Solo.)*

## 6

Hold Thou Thy Cross before my closing eyes;  
 Speak through the gloom, and point me to the skies.  
 Heaven's morning breaks, and earth's vain shadows flee!  
 In life, in death, O Lord, abide with me! Amen.

#### 4.20 to 4.50..... Selection of Music.

1. Selection—"Samson and Delilah" .....Saint Saens
2. Cornet Solo—"The Lost Chord" ..... Sullivan  
     Soloist—CORPL. STANLEY.
3. Selection from "The Miracle" .....Humperdink

THE BAND.

4.53

GOD SAVE THE KING.

# LIST OF LECTURES.

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DATE & TIME.	PLACE.	SUBJECT.	LECTURER.	CHAIRMAN.
Sun., 26th, 3.15.	Church Hall, Meeson Road.	"The Gift of Life."	Mr. E. B. Turner, F.R.C.S.	Rev. L. E. Binns, B.D., supported by Tom Groves, Esq., M.P.
Mon., 27th, 8.0.	Y.M.C.A., Triangle Club, Greengate Street.	"Venereal Diseases in Relation to Ma- ternity and Child Welfare."	Mr. E. B. Turner, F.R.C.S.	Mr. Ald. E. J. Reed.
Tues., 28th, 3.30.	Lecture Hall, Public Hall, Barking Rd.	"Nutritive value of Milk." (With Lantern).	Mr. P. B. Tustin.	Coun. Miss Kerrison.
Tues., 28th, 3.30.	Tate Institute.	"Expectant Motherhood and Fatherhood."	Dr. Mary Douie.	Mr. Coun. W. Sanders.
Tues., 28th, 8.0.	Lecture Hall, Public Hall, Barking Rd.	"The Value of Infant Welfare Clinics."	Dr. Margaret Emslie.	The Deputy-Mayor, Councillor Allison.

Tues., 28th, 7.45 to 8.20.	Victoria Dock Mission.	"On Pests."	Mr. Moore F.E.S.	Mr. Hogarth,	Mr. Councillor J. T. Scoulding.
Wed., 29th, 3.30.	St. Saviour's Hall, Macdonald Road, Forest Gate.	"Nutritive Milk." (With Lantern).	Mr. P. B. Tustin.		Coun. J. C. Carroll.
Wed., 29th, 8.0.	Lecture Hall, Public Hall, Barking Rd.	"Expectant Father- hood."	Mr. E. B. Turner, F.R.C.S.		Mr. Wm. Potter.
Thurs., 30th, 8.0	Trinity Mission Hall, Gt. Eastern Street, E.15.	"Expectant Motherhood and Fatherhood."	Dr. Mary Dowie.		Dr. Margaret Alden.
Thurs., 30th, 8.0.	Lecture Hall, Public Hall, Barking Rd.	"Infant Welfare in General."	Dr. D. Kirkhope.		Coun. Mrs. Gregory.
Thurs., 30th, 3.30.	Conference Hall, Lower Hall.	"Fresh Air and Exercise."	Lt.-Col. Vaughan Mor- gan, O.B.E., M.P.		His Worship The Mayor, Ald. J. T. Husband, J.P.
Fri., 1st, 8.15.	Jubilee Hall, Con- ference Hall.	"The Value of Infant Welfare Clinics."	Dr. Margaret Emslie.		Mr. Councillor J. T. Scoulding.



# LIST OF EDUCATIONAL FILMS.

*By Courtesy of the Proprietors, to whom the indebtedness of the Organisation is freely acknowledged.*

Will be shown at the under-mentioned Cinemas, in accordance with the days appended thereto during  
HEALTH WEEK:

Sat., Sun., Mon., Tues.:

“PLACE IN THE SUN,” Central Cinema,  
Plaistow.

Wed., Thur., Fri.:

“PLACE IN THE SUN,” Queen’s Cinema,  
Romford Road.

Mon., Tues., Wed.:

“EMPIRE BUILDERS,” Apollo, Freemasons  
Road, Custom House.

Thur., Fri., Sat.:

“EMPIRE BUILDERS,” The Grove Picture  
Palace, The Grove.

Sat., Sun., Mon., Tues.:

“RAT FILM,” Albert Cinema, Silvertown.

Wed., Thur., Fri.:

“RAT FILM,” Empire Cinema, West Ham  
Lane.

Wed., Thur., Fri.:

“WORK OF AN INFANT WELFARE  
CLINIC,” Imperial Palace, Canning  
Town.

Sat., Sun., Mon., Tues.:

“WORK OF AN INFANT WELFARE  
CLINIC,” Forest Lane Cinema, Forest  
Gate.

Sat., Sun., Mon., Tues.:

“RAT MENACE,” Grand Cinema, Barking Rd.

Wed., Thur., Fri.:

“RAT MENACE,” Imperial Playhouse, Broad-  
way.

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*These Films are not only Educational, but Most Entertaining, and should on no account be missed by any of the Citizens of this Borough.*

# WEST HAM HEALTH WEEK.

## A SERIES OF Grand Evening Concerts

UNDER THE DIRECTION, AND ARRANGED BY

PERCY WEST TAYLOR, F.R.C.O., L.R.A.M.,  
*Borough Organist,*

IN THE

**CONFERENCE HALL, WEST HAM LANE,**

ON

**SAT., Sept. 25; MONDAY, Sept. 27; TUESDAY, Sept. 28;**

**WED., Sept. 29; and THURSDAY, Sept. 30th,**

**at 8 p.m.**

*The following well-known Artistes have been engaged  
to appear:—*

GARDA HALL (Soprano), of the Coliseum, Palladium and Leading  
Concerts.

ANNIE REES (the well-known Welsh Soprano).

DOROTHY SMERDON (Contralto), of the Principal London  
Concerts.

RITA MARTINI (Contralto), of the Principal London Concerts.

ARTHUR COX (Tenor), Queen's Hall Promenade Concerts, etc.

JOHN TURNER (Tenor), Royal Albert Hall, Queen's Hall Concerts,  
etc.

EDWARD DYKES (Bass), of the Melba Tour, Chappell and Cramer  
Ballad Concerts.

ETHEL KEMISH (Soprano), of the Leading London Concerts.

GWLADYS NAISH (Soprano), of the Principal London Concerts.

WILLIAM HESELTINE (Tenor), of the Principal London Concerts.

DAVID EDWARDS (Bass-Baritone), of the Leading London Concerts.

JACK SALISBURY (the Celebrated Violinist), of Queen's Hall, etc.

NORMAN LONG (Entertainer at the Piano), from the Alhambra,  
Coliseum, etc.

MORLAND HAY (Entertainer at the Piano), The National Sunday  
League Concerts.

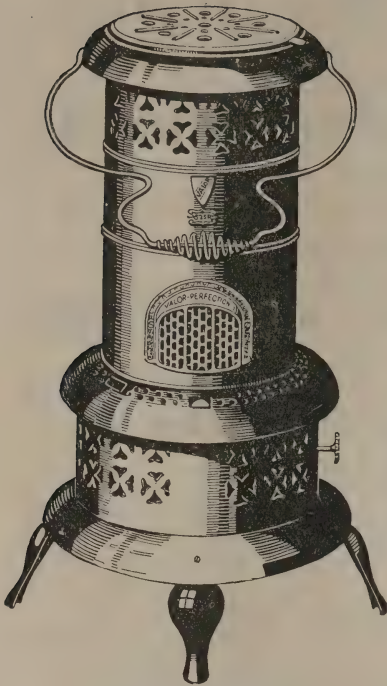
REX HAROLD (Entertainer), from the Leading London Music Halls.

ETHEL HEWARD (the well-known Local Violinist).

RAYSON COLE (Baritone), Prize-Winner, Stratford Musical Festival.

GERTRUDE MELLER (Solo Pianist), Royal Albert Hall, and Queen's  
Hall Promenade Concerts.

DAN JONES (Tenor), of the Alhambra, Coliseum, etc.



**DON'T WORRY  
ABOUT YOUR  
COAL SUPPLIES!**



**KEEP OUT THE COLD WITH A**

## **VALOR-PERFECTION OIL STOVE,**

Which gives warmth and cheerful comfort at a cost of less than 1d. per hour. It is the best and most reliable Heater obtainable.

**SMALL**

**23/-**

**LARGE**

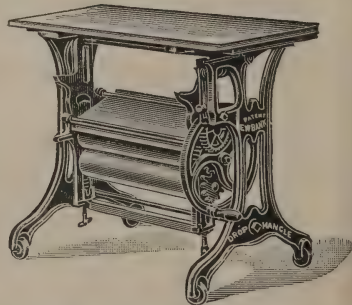
**27/-**

**INSPECTION INVITED.**

## **BOARDMANS**

**For Modern and Reliable  
WASHING APPLIANCES**

Illustration shows a Folding Table Mangle, convenient and not too heavy. which forms a useful Table when not in use; fitted with noiseless and unbreakable gearing.



**ROLLERS 18" x 3½", £5 : 12 : 6; 20" x 3½", £5 : 16 : 6.**

**BOARDMANS,  
IRONMONGERY DEPT.,  
BROADWAY, :: STRATFORD.**

# OPENING CEREMONY TOWN HALL WEST HAM

*Saturday, September 25th, 1926*

*By*

His Worship The Mayor

Alderman JOHN T. HUSBAND, J.P.

*Chairman :*

Councillor JOHN THOMAS SCOULDING  
(Chairman of the Public Health Committee)

Presentation of Awards to Winners of the Health  
Week Poster Competition at the Art Department,  
Municipal College, West Ham.

Tour of Inspection, by His Worship The Mayor  
and Company assembled, of this Exhibition  
and the Health Foods Exhibition, Public Hall,  
Barking Road.



## *Official Notices*



The Organiser's office will be found at the Town Hall, West Ham.

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No person other than an Exhibitor or an Exhibitor's Representative is allowed to canvass for orders, or take sketches or photographs of the Exhibits. Any transgression of these rules renders such person or persons liable to immediate expulsion from the building.

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The Official Stand Fitters to these Exhibitions are the Abbey Construction Co., 82a, Liverpool Road, Islington, N.

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For the convenience of Exhibitors and Visitors arrangements have been made for a Post-box, which will be found to the left of the Main Entrance.

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In the event of any article being lost or found in the Building, reports should at once be made to the organiser.

# *Official Catalogue*

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COUNTY BOROUGH of WEST HAM  
HEALTH WEEK

1926

## Health Appliances (and Labour Saving Devices) Exhibition

HELD AT

TOWN HALL ~ ~ WEST HAM

*Saturday, September 25th*

*to*

*Friday, October 1st, 1926*

Open Daily 2.0 p.m. to 10.0 p.m.      ADMISSION FREE

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### LIST OF EXHIBITS.

**ALVIRA LTD.,**

**Holborn Viaduct House, 12, Holborn Viaduct, E.C.1.**

“ Here can be seen a cloth which requires no laundering or ironing. It has a fine silvery sheen and the appearance of the best table linen. Tea stains, grease, etc., can easily be removed by simply passing a damp cloth or sponge over the stain. Made in all sizes, table covers, tray cloths, etc.

**GRAPE-NUTS CO., LTD.,**  
**5, Chancery Lane, W.C.2.**

Tel. : Holborn 1274-5.

Visitors to the Exhibition are invited to test free the products shown on this Stand, and so prove for themselves that Grape-Nuts, Post Toasties and Post's Bran Flakes, eaten with milk or cream, are economical and delicious breakfast foods. They are ready to serve from the packet, and require no cooking. Instant Postum is offered as an appetising beverage with an attractive coffee flavour, but free from caffeine or tannin. Samples of these products with a recipe booklet and an attractive souvenir for the children can be purchased at the Stand in a convenient carrier bag.

**HEALTH & CLEANLINESS COUNCIL.**  
**5, Tavistock Square, London, W.C.1.**

**HORLICK'S MALTED MILK CO., LTD.,**  
**Slough, Bucks.**

Horlick's Malted Milk (the Original) is an easily digested and highly nutritious diet for Invalids and Convalescents, a perfect food for Infants which can be given right from birth; in fact, the Ideal Food from infancy to age, and practical experience endorses this claim. It is made in a moment by briskly stirring in hot or cold water, requires no cooking, and is most popular with athletes and all those engaged in the strenuous side of life's activities, as it strengthens and invigorates and builds up sound flesh and muscle.

**JEYES LTD.**

**Jeyes' Sanitary Compounds Co., Ltd.,**  
**64, Cannon Street, London, E.C.4 ; and**  
**Plaistow, E.13.**

Jeyes' Fluid—Best, Safest and Cheapest Disinfectant for general purposes.

Jeyes' Sanitary Powder—Strongest Dry Disinfectant, for ash bins, cellars, etc.

Jeyes' Disinfectant Sawdust—For sprinkling in Stables, Kennels and Farm Buildings. Prevents disease and purifies the atmosphere.

Jeyes' Sweeping Powder—Collects all dust and germs on carpets and floors. For Households and Institutions.

Jeyes' Dog Soap—Cleanses and disinfects.

Jeyes' Cyllin Veterinary Capsules—For internal administration for certain complaints.

Jeyes' Veterinary Ointment—For use on all animals.

Jeyes' Horticultural Washes—Summer and Winter Varieties.

Jeyes' Bar Soaps—No. 1 White, and No. 1 and No. 2 Brown.

Jeyes' Toilet Soaps—Many varieties, including Old Brown Windsor, Cyllin, Coal Tar.

Jeyes' Toilet Paper and Automatic Box.

Jeyes' Sulphur Candles.

Jeyes' Liquid Ammonia.

Jeyes' Beetle Powder.

## **THE "PUCCA" UNDERWEAR CO., LTD.,**

**9, Hart Street, Wood Street, E.C. 2.**

Patentees and Sole Manufacturers of the famous "PUCCA" (Patent) Woven Underwear for Children, Ladies and Men.

Combinations, Vests, Sleeping Suits, etc. The new "COMBETTE" for Infants, and the new "BODIS-VEST" (Bodice and Vest in one) for children of all ages.

The "Pucca" style is like no other garment. It is the Over-Wrap that makes it so perfect.

Awarded the Gold Medal, Nations Health Exhibition, 1926. Endorsed by the Institute of Hygiene, and approved by Doctors and Health Experts everywhere, "Pucca" stands alone in the realm of scientific and hygienic Underwear, and is rightly described as "The Common Sense Underwear Garment."

## **THE PAROZONE CO., LTD.,**

**12/14, Wellington Street, Canning Town, E. 16.**

"Parozone" is a bleaching agent, and also a useful cleanser and disinfecting fluid, and is being used extensively for these purposes both in the home, public laundries, hospitals, etc.



**QUICKWAYS (1926), LTD.,**  
**107, Pimlico Road, S.W.**

**THE BRITISH RATIN CO.,**  
**109, Kingsway, W.C.2.**

THE RATIN SYSTEM consists of two preparations, RATIN and RATININ, manufactured under scientific control of the well-known bacteriological laboratory Ratin, Copenhagen, Denmark. It has proved harmless to man and domestic animals, and can be used everywhere with every assurance of safety and success. The exhibitors undertake to supply bottles of the preparation for clients to bait themselves, ready-made baits to be used as soon as received, or service for any period of time for the extermination of rats or mice.

The preparations are bottled in the following sizes:—

Domestic size for rats .....	<b>4/6</b>
Domestic size for mice .....	<b>3/6</b>
18 oz. bottles .....	<b>11/6</b>
35 oz. bottles .....	<b>17/6</b>

The Supplementary Preparation, RATININ, is specially recommended for larger areas troubled with rats, and should never be used for mice. Ratinin is a Scilla preparation, and should be applied in the same way as Ratin, three weeks after an application of the latter. It is bottled in the following sizes:—

35 oz. ....	<b>17/6</b>
18 oz. ....	<b>11/6</b>
6 oz. ....	<b>4/6</b>

ALL PRICES INCLUDE POSTAGE, and the British Ratin Company offers to give clients advice in connection with all matters of rodent extermination.

**BRITISH RED CROSS SOCIETY,**  
 Junior Section.  
**117, Piccadilly, W.**

**NATIONAL BABY WEEK COUNCIL,**  
**117, Piccadilly, W.1.**

**NATIONAL HEALTH INSURANCE**  
**INFORMATION BUREAU.**

## **THE PUBLIC HEALTH DEPARTMENT** **(County Borough of West Ham).**

The sketches and specimens of bad workmanship in connection with drainage shown at this Stall are intended to convey to the public mind some of the dangers to Health, which lurk unsuspectingly below and above ground level, and are instances of what has been discovered by the Sanitary Inspectors.

There is no doubt that much incidental illness in the kingdom is attributable to drainage defects which can, and ought to be, prevented.

During the year 1925, 5,105 defects in drainage have been remedied under the supervision of the Sanitary Inspectors, who are daily discovering scandalous work surreptitiously executed in by-gone days.

The Public Health Acts and the various subsequent Local Acts have increased the powers of Local Authorities in the matter of drainage, and during recent years, hundreds of antiquated systems have been reconstructed on modern lines, tested and passed.

**Meat Inspection**—The preserved specimens of diseased meat have been procured by the Meat Inspectors when present at the actual slaughtering, or immediately after, and the carcasses dealt with in accordance with the Regulations.

**Milk**—It is extremely difficult, for obvious reasons, to show dirty milk in a forcible manner without the aid of scientific apparatus, but the screening process by the bacteriologist shows to a marked extent, by discolouration, the dirt and other foreign matter which finds its way into this most important product of diet.

This matter is daily being rigidly followed up and steps taken to ensure clean milk being supplied to the public.

## **SCHOOL MEDICAL SERVICE** **(County Borough of West Ham).**

This service, which supervises the health and welfare of some 60,000 school children in the Borough, was instituted in 1908. It has grown tremendously in all its various activities since that date on both the preventative and curative sides, in looking after the general well being of this large child population. The Exhibits now shown have some interest or bearing on the work of this special department.

## EXHIBITS.

1. Model of human eye in socket, shewing structure and external muscles of eyeball.
2. Model of human ear, shewing internal disposition of this delicate organ.
3. Model of human larynx and wind-pipe, shewing internal structures.
4. Model of human heart, with larger arteries and veins, and shewing internal chambers and the valves.
5. Model of human brain, shewing internal anatomy.
6. Half of head, shewing disposition of brain and cavities of mouth, nose and throat.
7. Model of human trunk, shewing position of lungs, heart, liver, stomach, intestines and kidneys.
8. Chart, shewing in relief the scheme of the circulation of the blood.

## MICROSCOPICAL SLIDES.

Shewing some of the common causes of affection of human beings:—

1. Tubercle Bacillus or Germ of Consumption.
2. The Germ of Diphtheria.
3. Hair shewing the Germ causing Ringworm.
4. Head Louse.
5. Body Louse.
6. The Bacillus of Anthrax, conveyed by using cheap shaving brushes of foreign origin.
7. The Parasite causing Scabies or Itch.

Other Specimens of Pathological Interest.

**SCHOOL DENTAL SERVICE.**

**(County Borough of West Ham).**

The School Dental Service, which is a branch of the School Medical Service, commenced in 1911, and devotes its activities to the teeth of school children at certain critical age periods. The wonderful exhibits here have a special bearing on the health and hygiene of the teeth, and should prove of general interest to all citizens.

## SCHOOL DENTAL SERVICE EXHIBITS.

1. Human Skull, aged about 3 years, showing temporary and permanent teeth.
2. Wax Section Model of R. Side of Upper and Lower Jaw, showing Temporary and Permanent Teeth.
3. Wax Section Model showing Abscess Sac at Root of Molar Tooth.
4. Model of Molar Tooth showing decay on biting surface, opening to show decay attacking nerve.

**STRATFORD DAY NURSERY & INFANT  
WELFARE CLINIC**  
Welfare Road, E. 15.

Have kindly consented to open for the inspection of any person desirous of seeing the working of an institution of this character, on request being made at the Public Health Department Stand in the Exhibition.

**VAC TRIC LTD.,**  
**Goschen Buildings, 12-13, Henrietta St., W.C.2.**  
ELECTRIC VACUUM CLEANERS.  
HAIR-DRYERS working from the Cleaners.  
ELECTRIC HAIR WAVERS.

**BRITISH SA-VALL CO.,**  
**52, Bedford St., W.C.2.**  
**GAS OVENS AND COOKING STOVES.**

**WALDEN, WALDEN & CO.,**  
**15, Grape St., New Oxford St., W.C.1.**

A NECESSITY IN EVERY HOME.

**"AEROFUME."** (Reg. Trade Mark.)

**"NATURE'S GERMICIDE."**

AEROFUME is a reliable and efficient Aerial Germicide, Disinfectant, Deodorant. The greatest safeguard against contagion and infection. It purifies, refreshes, and leaves a most pleasant Aroma in the air. It can be freely sprinkled or sprayed on clothes and bed linen, etc., without any fear of soiling them. A room sprayed with Aerofume keeps germ-free for six hours.

AEROFUME is non-poisonous and non-injurious. As a Deodorant Aerofume is invaluable.

Obtainable through all Chemists, Stores, or direct Post Free. Outfit, complete with specially constructed Sprayer and Bottle of Aerofume, **5/6** each. Refills in bottles at ..... **2/3, 3/6** and **6/3** each.

If any difficulty is experienced in obtaining Aerofume, please write to

**WATER HEATERS LTD.,**

Manufacturers, Boyle's Patent Water Heaters,

**Head Office : 113, Oxford St., London, W.1.**

**Showrooms : 17, Lisle St., Leicester Sq.,  
London, W.C.2.**



# *Official Catalogue*

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COUNTY BOROUGH of WEST HAM  
HEALTH WEEK

1926

## Health Foods Exhibition

HELD AT

PUBLIC HALL, BARKING ROAD, E.

*Saturday, September 25th*

to

*Friday, October 1st, 1926*

Open Daily 2.0 p.m. to 10.0 p.m.      ADMISSION FREE

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### LIST OF EXHIBITS.

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**EASTERN COUNTIES DAIRY FARMERS LTD.,**  
**106, Windmill Lane, E15.**

MILK AND ITS PRODUCTS.

BUTTER.

CHEESE.

CREAM.

**J. C. ENO, LTD. (ENO'S "FRUIT SALT"),**  
**"Fruit Salt" Works, Pomeroy Street, London, S.E.**

Head Office: Victoria Embankment, London, E.C. 4.

Telephone: City 8895 (three lines).

Telegrams and Cables: Efferveno, London.

ENO'S "Fruit Salt" is a pleasant, effervescent, saline laxative, which bases its claim on its uniform standard of purity, on its agreeableness, and on its long record of popularity. Among those who have found ENO'S "Fruit Salt" a helpful factor in maintaining a health-

# J. R. ROBERTS, Ltd.,

BROADWAY, STRATFORD.

---

*The Store of the Eastern Suburbs.*

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SOUND FURNITURE  
AND  
DEPENDABLE CARPETS  
AT LONDON'S LOWEST PRICES—ALWAYS.

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Every piece of Furniture and every Carpet we sell carries  
our Guarantee : “**Satisfaction or Money back.**”

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*Payment for all Furnishing Goods may be extended  
:: to meet the convenience of Customers. ::*

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A Complete Furnishing Catalogue (84 pages) sent  
free on request ; or better still, have a walk through  
the Store, and inspect the goods at your leisure.

---

# J. R. ROBERTS, Ltd.

ful activity of the digestive and metabolic functions are many doctors, both at home and abroad. ENO'S "Fruit Salt" makes no claim to cure disease, but rather to assist in correcting some of the inevitable consequences of a civilised and artificial life to which man's physical structure has not yet become biologically adapted.

Part of the therapeutic efficacy of ENO'S "Fruit Salt" is due to its method of preparation. Its most active chemical ingredients are combinations of alkalies with fruit acids, and the utmost care is taken to maintain a high standard of purity. The best obtainable raw materials alone are used, and these are all subjected to careful analysis in the ENO laboratory. Moreover, the product is analysed at every stage of manufacture; snapchecks being applied even to the finished bottles.

ENO'S "Fruit Salt" which contains no crude mineral substance such as sulphate of magnesia or sulphate of soda, is one of the few laxatives which can safely be taken, either occasionally or habitually, without the slightest unpleasant or harmful result. The pleasant flavour of ENO'S "Fruit Salt" owes nothing to artificial sweetening or flavouring agents. No sugar is used; and thus one of the commonest disturbing factors of effervescent preparations is avoided.

Dosage naturally varies with the individual and the therapeutic aim. As a quick and painless purgative, from a dessertspoonful to a tablespoonful, mixed with half a tumbler of water, may be taken on an empty stomach by most adults. A gentle laxative dose consists of from one to two teaspoonfuls, taken in similar circumstances, repeated if need be at four-hourly intervals.

ENO'S "Fruit Salt" may be taken during effervescence or after effervescence has subsided.

ENO'S "Fruit Salt" is sold by all chemists at 2/6 (Household Size) and 1/6 (Handy Size).

**Messrs. "EASIWORK," LTD.,  
303, Oxford Street, London, W. 1.**

How the Kitchen can be kept clean and tidy always and the Housewife may be saved all unnecessary labour is by using the Easiwork Kitchen Cabinet shown here.

The Easiwork is the most efficient labour- and space-saving device ever invented for kitchen utility. It has

a pull-out porcelain table and ample storage for all ingredients, utensils, foods, etc.

**EASIWORK PORCELAIN TABLE.** Snow white and cool, this hygienic porcelain table is ideal for all kitchen uses. It requires no scrubbing, will not crack or chip, and heat does not affect it. A wonderful labour-saver, a rub with a damp cloth cleans it.

**GRAPE-NUTS LTD.,**—See page 54.

**HORLICK'S MALTED MILK CO., LTD.,**—See page 54

**INDUSTRIAL WASTE ELIMINATORS LTD.,**  
20, High Holborn, W.C.1.

**"IWEL" RAPID FAT MELTER AND DRYER.** This machine is made for the destruction of carcasses of meat condemned by the local Sanitary authorities. A specimen of diseased meat condemned is shewn on this Stand, and also the products derived from this process of destruction, as follows:—

Commercial Tallow. (For Soap Making.)

Greaves. (For Pheasant and Poultry Food and Dog Biscuits.)

Feeding Meal for Cattle.

Manure.

### **MODEL KITCHENS.**

This Exhibit is intended to show the difference between the Healthy Kitchen, where food is kept guarded from the attacks of common germ-carriers, and the Unhealthy Kitchen, from which untold disease may be conveyed through a whole family.

**PRIDEAUX'S PURE CASEIN & LIFE  
FOOD CO., LTD.,**

**Motcombe, Dorsetshire; & 16, Southwark St., London.**

**"DORSELLA" MILK FOOD.**

"Dorsella" is of interest to all visitors to the Health Exhibition, being at once a clean rich milk, easily prepared as a nourishing beverage for children, adults, athletes, etc., and a complete infant and invalid milk food. Made entirely from the milk of healthy English cows, the soft, creamy powder requires only the addition of hot water to obtain milk rich in cream, and perfectly pure, which will keep sweet in the hottest weather.

Nursing mothers should take "Dorsella" as a beverage, or, if for any reason baby cannot be breast fed, "Dorsella" is a complete natural food on which he will thrive.



It will give him a good start and strength to withstand the effects of teething and other troubles of the early days. A free booklet with photographs of some babies who have been reared to healthy childhood on "Dorsella" can be obtained at the stand.

"Dorsella" Milk Food is free from all tubercle and disease germs, and the sealed tins form a perfectly safe supply of milk. The housewife will be delighted with "Dorsella" for cooking purposes—it makes lovely milk puddings, cakes, etc.

"Dorsella" obtained the Gold Medal at the Nations' Food Exhibition, the Silver Medal of the Royal Sanitary Institute, and the Certificate of the Institute of Hygiene.

### TRUFOODS LTD.,

**Lever House, Blackfriars, E.C.4.**

HUMANISED TRUFOOD is the only scientific alternative to Breast Milk. This product is strongly recommended for all babies from birth to nine months old in cases where breast feeding is impossible or inadequate.

TRUFOOD FULL CREAM is prepared from pure full cream Cheshire milk, which when reliquefied is identical to fresh milk, and what is even more important, is *absolutely free* from the germs of such diseases as tuberculosis, typhoid fever, etc., which thrive and multiply in raw cows' milk.

The medicinal properties of whey are found in SECWAY, which is pure sweet whey dried, and is specially recommended for all cases of gastric disorders and the feeding of premature infants.

Samples and full particulars may be obtained at the Stand.

Call and see how science has procured a reliable and safe alternative to Breast Milk.

#### PRICES :

	10-oz.	20-oz.	36-oz.
Humanised Trufood .....	2/9	4/9	
Trufood Full Cream .....	2/-	4/-	7/-
	8-oz.		
Secway .....	1/9		

Obtainable from Chemists only.

### YEAST VITE LTD.,

**12/16, Laystall Street, Clerkenwell, E.C.1.**





